

Campbell-Mithun to Do 2d Test of Kool Penguin

A second test-advertising campaign for Kool cigarettes has been announced by the Brown & Williamson Tobacco Corporation. The second test, unlike the first announced last month, is being handled by Kool's agency of record, Campbell-Mithun-Esty, New York.

The second test campaign, appearing in central and southern Virginia, features a penguin character described in press materials as a cousin to Willie, the brand's symbol introduced in 1933. This penguin, though, far more resembles the hip Joe Camel character in Camel cigarette advertising: He wears sunglasses and sneakers and makes remarks like, "Kool? You're lookin' at it."

This "penguin with an attitude," said Joe Helewicz, a spokesman for Brown & Williamson, is intended to update the Kool image with younger adult smokers.

The first test campaign, appearing in northern Ohio, was created by Tatham/RSCG, Chicago, which handles Brown & Williamson's Barclay and Richland brands. That campaign uses fashion-oriented imagery in an attempt to give Kool a more contemporary image. Kool, the country's second-largest menthol cigarette, behind Salem, has been losing market share recently.

Budgets for the tests are not being disclosed. Outside the test markets, Kool's regular advertising, created by Campbell-Mithun-Esty, continues to run.

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